

1. Privacy Policy

This privacy policy is a registry description compliant with the Finnish Personal Data Act (523/1999) Section 10 and the EU General Data Protection Regulation (GDPR).

1.1. Data Controller

Top Analytica Ltd
Business ID 1706564-4
Address: Ruukinkatu 4, FI-20540, Turku
Phone: +358 2 2827780
Email: info@topanalytica.com

The person responsible for registry matters
Quality Manager of Top Analytica Ltd.
Ruukinkatu 4, FI-20540, Turku,
phone +358 2 2827780,
email info@topanalytica.com.

1.2. Name of the Data Registry

Customer Registry
Marketing Registry

1.3. Purpose of Processing Personal Data

The purpose of processing personal data is to maintain and develop the essential functions of the company. These functions include billing, email and phone marketing, customer satisfaction surveys, customer relationships, and analysis services. For statistical purposes, customer data from the registry is used, but contact persons' data is excluded. If the service purchaser is a private individual, the statistical data will only include the billing address, or the postal code of the project mentioned in the report.

1.4. Data Collected in the Registry

The registry contains identifiable data regarding both current and potential customers and their contact persons. The data collected includes the customer's name, Business ID, mailing address, and phone number. For contact persons, the data includes their first and last name, position, and profession in the company, along with their phone number and email address.

1.5. Regular Sources of Data

Data for the customer registry is regularly collected from several sources. These include information provided by customers during product or service orders, data from social media when customers participate in raffles, details obtained from business cards provided by customers, participant lists from marketing events such as seminars organized by Top Analytica Ltd, and information sourced from the websites of customers or potential new customers and contact persons.

1.6. Disclosure of Personal Data

Personal data from the customer registry may only be disclosed in specific situations. Data may be disclosed to authorities for purposes defined in Sections 16 and 39 of the Finnish Personal Data Act.

Top Analytica Ltd uses service providers such as Microsoft, Pipedrive, and Postmark to manage electronic communications and reporting. The data centers of these providers may be located outside the EU. Data transfers comply with GDPR safeguards, including the use of EU Standard Contractual Clauses (SCC).

For more details, you can refer to the following privacy policies:
Microsoft 365 at www.microsoft.com/fi-fi/trust-center/privacy,
Pipedrive at www.pipedrive.com/en/privacy, and
Postmark at postmarkapp.com/privacy-policy.

1.7. Data Security

Data stored in physical form is kept in a locked cabinet at the premises of Top Analytica Ltd. Electronically stored data is maintained in the company's information systems, which are protected using both technical and software-based security measures. These measures include encryption, access control, firewalls, secure storage of backup files in locked cabinets, and access monitoring.

1.8. Right to Access and Correct Data

Individuals have the right to review the information stored about them in the customer registry. To exercise this right, the individual must contact the responsible person specified in Section 1.1 of this document. Reviewing the stored data is free of charge for the individual.

In addition, individuals have the right to request corrections to any incorrect data stored in the registry. The correction request must specify the incorrect information and provide the correct details. Requests for corrections should be directed to the same contact person mentioned in Section 1.1.

1.9. Other Rights of the Data Subject

Individuals have the right to prohibit the use of their data for legally defined purposes. Such prohibitions can be submitted at any time to the contact person specified in this document. Furthermore, individuals may request the deletion of their personal data to the extent allowed by law.

1.10. DMARC Reporting

Top Analytica Ltd utilizes the DMARC protocol to improve the security and authenticity of its emails. DMARC reports are managed using analysis tools, which may involve processing email addresses and technical data outside the EU.